

IN THE SPECIFICATION

Kindly Replace the paragraph beginning on Page 5, line 17 with the following:

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Q1 The patent issued to Angles, et al., U.S. Patent No. 5,933,811, is for the delivery of custom advertisements based on consumer profiles. This type of target advertisement is heavily dependent upon people willing to provide information on their buying habits. A majority of people are unwilling to provide such information to "on-line" market research because of issues of privacy. Therefore, this type of advertising has seen little usage by "e-commerce". The instant invention does not need consumer profiles in order to provide information to a particular audience. The advertisements present on-line are identical, and thus readily identifiable to the particular public segment, to what the advertisers' advertisement looks like in the newspaper. Further the on-line advertisement extends the shelf-life of the advertisement because it is presented to the target audience for the entire week instead of one day as an example.

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